

## **SECTION FOUR – RECREATION PROGRAMS AND FACILITIES**

### **4.1 Program Demand and Needs Analysis Methodology**

This section analyzes the demand for recreation programs/ services, facilities and athletic fields. The demand analysis assists in determining the unique needs of the Mountain View community. The demand for programs and services was derived from the number of times a program or service was identified by the public across the assessment tools summarized above. This is reviewed and weighted with the frequency in which the program was requested throughout the public input process as well as the analysis of the trends and current usage patterns. The ranking system used to determine the top-priority needs for programs, services, outcomes and facilities is as follows. Identified needs receiving: six (6) or more points were considered the "top priority;" five (5) points were "high priority;" and, those below four (4) points were a "priority." Any programs receiving below a score of four (4) were considered a low priority and not considered further for inclusion in the Plan. This information was then compared to the existing City recreation programs and services to determine whether the existing inventory is adequate in terms of the demand.

### **4.2 Program Needs Summary and Prioritization**

The Prioritization Matrix for programs, which can be found in the Appendix, combines results from the public input process as well as the trends analysis. The needs are listed in no particular order. The priority of needs listed below resulted from noting those activities that were most frequently and/or consistently raised throughout the public process. The program priority needs were as follows:

#### **Top-Priority Programs (6 or more points):**

After School Programming  
School Site Programs

#### **High-Priority Programs (5 points):**

Academic/homework assistance  
Community events  
Environmental education  
Hiking/walking programs  
Volunteer/Civic Services  
Youth Activities  
Youth and Adult Sports

**Priority Programs (4 points):**

Downtown events/activities  
Family programming  
Language arts  
Stress reduction  
Teen programs/services

**4.3 Program Outcomes Summary and Prioritization**

Program outcomes are the measurable benefits that are intended as the result of implementing a program or service. They are considered the measures that have been developed for the purpose of gauging progress towards supporting the Vision of the Recreation Plan, which in turn reflects the community's input as to how the programs can support the residents. Outcomes were identified through the public input process and are reflected on the Outcomes Matrix located in the Appendix. The results for program outcomes were as follows:

**Top-Priority Outcomes (6 or more points):**

Promotes Access for All  
Stewards Open Space  
Enhances Safety and Security

**High-Priority Outcomes (5 points):**

Expands Community Resources  
Promotes Lifelong Learning  
Supports a Walkable Community

**Priority Outcomes (4 points):**

Promotes Cultural Diversity  
Encourages Health and Wellness  
Builds a Strong Sense of Community  
Supports Asset Development for Youth

**4.4 Program and Service Recommendations by Target Market**

Program recommendations address seven categories of "target markets." Target markets can be defined as a specific market segment or population group to which a particular service, program or facility is marketed. These markets are often defined by age, gender, geography and/or socioeconomic grouping. The seven categories used for this Plan include: Preschool-Aged Youth; Elementary

School-Aged Youth; Middle School-Aged Youth; High School-Aged Youth; Adults 18 years and over; Families; and Mature Adults. While further prioritization and phasing of implementation is needed, the highest-priority program and/or service areas identified for the following target markets are:

**Preschool-Aged Youth**

1. Asset development programs
2. Arts
3. Environmental education/nature programs and activities
4. Parent and tot activities
5. Family programming
6. Celebrating diversity programs
7. Physical fitness
8. Bilingual
9. Science fun
10. Sports
11. Water activities/aquatics

**Elementary-Aged Youth**

1. Asset development programs
2. Academic/homework assistance
3. Arts
4. Out-of-school care/after-school programs/extended hours
5. Hiking, biking, and walking programs
6. Environmental education/nature programs and activities
7. Events
8. Family programming
9. Programs and services for health and wellness education
10. Celebrating diversity programs
11. Language classes
12. Volunteer/civic opportunities
13. Science fun
14. Noncompetitive, recreational sports
15. Sports
16. Aquatics
17. Physical fitness

**Middle School-Aged Youth**

1. Asset development programs
2. Academic/homework assistance
3. Arts
4. Out-of-school care/after-school programs/extended hours

5. Hiking, biking and walking programs
6. Environmental education/nature programs and activities
7. Events
8. Family programming
9. Family services
10. Gang prevention programs
11. Programs and services for health and wellness education
12. Celebrating diversity programs
13. Language classes
14. Volunteer/Civic opportunities
15. Science fun
16. Sports
17. Noncompetitive, recreational sports
18. Aquatics
19. Physical fitness

#### **High School-Aged Youth**

1. Academic/homework assistance
2. Environmental education/nature programs and activities
3. Health and wellness education
4. Volunteer/civic opportunities
5. Physical fitness
6. Noncompetitive, recreational sports
7. Arts
8. Mentoring, job training, career development and college preparatory
9. Family services
10. Gang prevention programs

#### **Adults 18+**

1. Job training and career development
2. Health and wellness, nutritional education
3. Environmental education/nature programs and activities
4. Events
5. Languages
6. Physical fitness
7. Volunteer/civic opportunities
8. Aquatics
9. Sports

#### **Families**

1. Aquatics
2. Interactive family programs and activities – Parent 'n' me, etc.

3. Environmental education/nature programs and activities
4. Health and wellness education
5. Volunteer/civic opportunities
6. Physical fitness
7. Events
8. Hiking, walking, or biking programs
9. Family services and resources

**Mature Adults**

1. Aquatics
2. Health and wellness programs and activities
3. Environmental education/nature programs and activities
4. Events
5. Physical fitness
6. Volunteer/civic opportunities
7. Sports

**Other program considerations:**

Community-wide events

Downtown events and activities

#### **4.5 Facility Needs Summary and Prioritization**

The Facility Needs Summary Prioritization Matrix, Appendix M, combines results from the public input process and trends analysis. In identifying the priority of the facility needs, those facilities most frequently and/or consistently presented throughout the public input process received the highest priority.

**Top-Priority Facilities (6 or more points):**

Open Space

**High-Priority Facilities (5 points):**

Recreation/Community Center

Trails

**Priority Facilities (4 points):**

Park amenities

Pool/aquatic facilities – new/expanded

Sports Complex

Teen Center